

Specifically, the system of the subject invention permits the customer to select, purchase and receive such tickets in the convenience of his home or office, or other customer selected terminals, including, for example, a public terminal at a public library. None of the art cited permits the transmission and delivery of an authentic ticket directly to a customer controlled device. The art cited by the Examiner either (1) provides the customer with a redemption certificate wherein the customer must redeem the certificate for a ticket when arriving at the venue, or (2) provides a system wherein the ticket is printed at a system controlled terminal or station (Berson or Kay). There is nothing to suggest that the teachings of these various references could be combined to achieve the system of applicant's invention.

The Examiner has cited Walker et al U.S. Patent No. 6,240,936 (Walker) as the primary reference located in the search. Walker is a system for managing "conditional purchase offers." This is distinguishable from applicant's invention. Applicant's invention is specifically directed to the completion of final purchases wherein the actual product purchased is delivered via the Internet to the customer's location.

As clearly stated in Walker, in the case where a ticket is the product to be purchased, a redemption certificate is issued by the system and the customer takes the redemption certificate or proof of serial number to the venue where he can then exchange the certificate for a ticket to the venue. Reference to Figs. 7 of Walker clearly establishes the fundamental difference between the subject invention and the Walker disclosure. As there shown, customer submits and offer to purchase (714). As this offer is managed, and ultimately accepted, the central controller transmits a seat number and original ticket number to the venue controller (750). Once this occurs, the original ticket is invalidated and a replacement "ticket" is created and stored in the venue controller (784). The customer then receives a ticket code (796) and the seller is notified that the original ticket has been cancelled and that he will receive payment for the transaction once he surrenders the original, invalidated ticket (792). The customer purchasing the replacement ticket brings the ticket code to the venue and receives the replacement ticket for gaining access to the event (798).

The specific intent of Walker is to facilitate the resale of originally issued tickets to a venue by offering the ticket on the Internet and facilitating the transfer of the ticket to the buyer by canceling the original ticket and providing the buyer with a redemption number accepted by the venue.

The other references cited by the Examiner, namely, Berson U.S. Patent No. 5, 598,477 (Berson) and Kay U.S. Patent No. 6,223,166 (Kay) permit remote printing of a ticket, but only at controlled printing stations. Note in Berson that the printer is part of a system such as a an airline reservation system. For example, in Berson the contemplated use is the printing of baggage claim tickets and boarding passes at an airline ticket counter, see box 66 in Fig. 2.

Likewise, in Kay the remote printing of the ticket is at one of a plurality of stations coupled to a server, albeit via the Internet. An operator at the remote station controls the selection, purchase and printing of the tickets. The ciphered ticket information is verified by the operator and must be uploaded into a redemption terminal prior to the event.

The controlled printing environment is distinguishable from the subject invention. The subject invention is specifically directed to a system permitting the Internet delivery of a useable ticket to *any* device selected by the customer. A middle man is not required. A dedicated station is not required. This sets the invention apart from the prior art and greatly enhances the ability to promote, sell and distribute tickets to a venue by permitting any customer at any location to have immediate access to a useable, authentic ticket to a venue. The customer simply takes the ticket to the venue for gaining entry thereto.

By way of contrast, Walker provides an interim step where the redemption number must be confirmed against an original ticket prior to entry. Both Kay and Berson require controlled printing stations that are part of the ticketing system.

The subject invention permits tickets to be purchased and delivered anywhere, any time, on devices selected and controlled by the customer, not the seller. None of the art even remotely suggests the system and method of ticket delivery that is the subject of the present invention. Specifically, the invention is neither anticipated nor obvious in view of any of the art taken singly or in any combination.

Specifically, the Examiner has rejected originally filed claims 35 USC 102 in view of Walker. Walker deals with authentic tickets that are available from a ticket processor by bidding for tickets on-line. In the Walker system, the purchaser is issued a confirmation number, and then picks up the pre-printed ticket at the venue. The system of the subject application permits an authentic ticket to be initially printed by the customer. Basically, the system of the subject application can permit the customer to print a usable ticket on his own, at home printer. Nothing in the prior art permits the customer to control the printing of an authentic ticket. Berson, also relied on by the

Examiner, requires a controlled remote printer that is part of the ticketing system. This contrasts with the invention, which permits customer printing of the ticket at any location accessible on the Internet.

Nothing in the art describes or even remotely suggests the subject invention. It is respectfully submitted that the rejections based on 35 USC 103 relying on Walker in view of Berson and or Kay are overcome by the amendments to the claims. The claims now more clearly point out and distinctly claim the invention, which is to provide a system where the ticket is transmitted to a device selected by and controlled by the customer.

The other art cited by the Examiner, but not relied on in review of the claims, includes these same shortcomings. Kay requires a registered user, most likely a dealer. Morita is a group seating system.

All of the objections of the Examiner having been met and overcome by the amendments to the claims, notice of allowance is respectfully solicited.

Respectfully submitted,

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Marked Copy of the Claims

1.(Amended) A system for providing evidence of payment comprising:

(a) a [central] system for managing at least one database, said database containing information relating to [available goods or services] an available event for which an authentic ticket is used for entry, wherein said system assigns a unique indicia [signature] which establishes the validity of the ticket; [associates];

(b) a system for creating [a two dimensional barcode] a [printable] ticket containing said unique indicia [containing said unique signature] for authenticating [a] the ticket associated with the event; and

(c) means for transmitting a ticket to a remote device [purchaser printer], the ticket including venue information and the authenticating indicia for providing an authentic ticket permitting entry of the purchaser to the event [venue].

2.(Amended) A system [method] providing tickets for a venue [entertainment events] comprising:

(a) a customer database containing information relating to customers of a [the] system;

(b) a venue database containing information relating to venues serviced by the system, wherein said information includes the number of seats available at the venue;

(c) a ticketing system capable of accessing the customer database and venue database to uniquely associate an individual customer with a [an individual] seat at an individual venue;

(d) a communications system for transmitting this information to the customer such that the customer may print an authentic ticket at the customer location.

3(Amended) The system [method] of claim 2, wherein said ticketing system generates [associates said customer with said seat by creating] a digital signature on each ticket [containing information which identifies both seat and the customer].

4.(Amended) The system [method] of claim 3, wherein said ticketing system is further capable of generating an authentic ticket containing [a two dimensional barcode from] said digital signature.

5(Amended) A system for providing tickets comprising:

(a) a server containing at least a customer database containing information relating to customers of the [the] system;

(b) a venue database containing information relating to availability of tickets for gaining entry to an event [and ticketing system]; [and]

(c) a ticketing system, wherein said ticketing system is capable of accessing said customer database and said venue database and associating a particular customer in the customer database with a particular event [seat] in the venue database;

(d) means for conveying ticket information to the customer, whereby the customer may print the ticket on a local printer.

6.(Amended) The system of claim 5, wherein the particular customer is associated with a particular event by authenticating indicia [a single, unique digital signature which contains identifying information for the customer and the seat].

[7. The system of claim 6, wherein said ticketing system creates a two-dimensional bar code from said digital signature.]

8.(New) The system of claim 1, wherein the unique indicia is embedded in a barcode.

9(New) The system of claim 1, wherein the ticket identifies a specific seat at the event .

10(New) The system of claim 1, further including means for accepting and verifying payment by the purchaser prior to assigning the unique indicia.

11.(New) The system of claim 2, further including assigning a specific seat for the venue and customer.

12(New) The system of claim 3, wherein the digital signature is contained within a two dimensional barcode.

13.(New) The system of claim 5, wherein the particular customer is further associated with a specific seat at the event.

14.(New) The system of claim 6, wherein the authenticating indicia is a digital signature adapted for printing at a customer location, whereby an authentic ticket can be printed by the customer.

15.(New) The system of claim 6, wherein the system is adapted for further associating the customer and the venue with a specific seat at the venue.

16.(New) The system of claim 14, wherein the authenticating indicia is embedded in a dimensional barcode.

17.(New) A system for providing tickets for sale on a network and permitting purchase of same by and delivery of same to a customer at a customer controlled device, the system comprising:

- a. a server accessible by the public, over the network ;
- b. a database associated with the server containing venue data and ticket data associated with the venue;
- c. means for receiving and processing a customer inquiry at the server, whereby the customer selects the venue and a specific ticket associated with the venue, purchases the ticket and provides, via the network, delivery information to a device controlled by the customer;
- d. means for generating and transmitting an electronic, authentic ticket directly to the device controlled by the customer.

18.(New) The system of claim 17, wherein the ticket is delivered to the customer as an electronic ticket.

19.(New) The system of claim 17, wherein the ticket is adapted to be printed by the customer when delivered to the device controlled by the customer.

20.(New) The system of claim 17, the ticket including authenticating indicia embedded in the ticket data.

21.(New) The system of claim 19, the printed ticket including authenticating indicia printed on the face of the ticket.

22.(New) The system of claim 21, the authenticating indicia further including a bar code.

23.(New) The system of claim 22, the two dimensional bar code further including a digital signature.